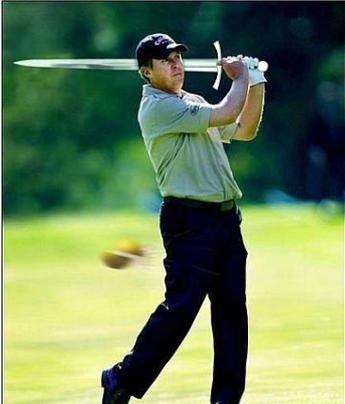




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# MARKETING IN SPORT: THEORETICAL AND APPLIED ASPECTS

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# Primary social areas of applying physical exercises and sport activities

1. **Sport for All:** promoting health, fitness and good appearance.
2. **Physical Education & Youth sport**, including school sport.
3. **Professionally applied sport**, including in the ranks of Armed Forces, bodyguards, stunt men, movie actors, models, etc.
4. **High performance sport** with its variations.



**Slide 2**

**6. Research and economy.**

**1. Health and good appearance.**

**5. Education and good upbringing.**

**TARGET  
AREAS FOR  
SPORT  
ACTIVITIES**

**2. Fun and social contacts.**

**4. Vitality and productivity.**

**3. Prestige and applicability.**

## CONDITIONS FOR BUSSINESS



**FUNDAMENT FOR EXISTENCE AND DEVELOPMENT OF SPORT**

## Premises for applying marketing concept in sport

- **Intensive** development of the sport industry and the transformation of sport into a sphere of economic activity.
- **Increased** professionalisation of sports organisations who are transforming into entrepreneur structures in their pursuit of profits.
- **Emergence** of new sport forms and typical sport products as a result of diversified and enhanced sports needs of people.
- **Increased** role of the media in public life and in sport in particular.

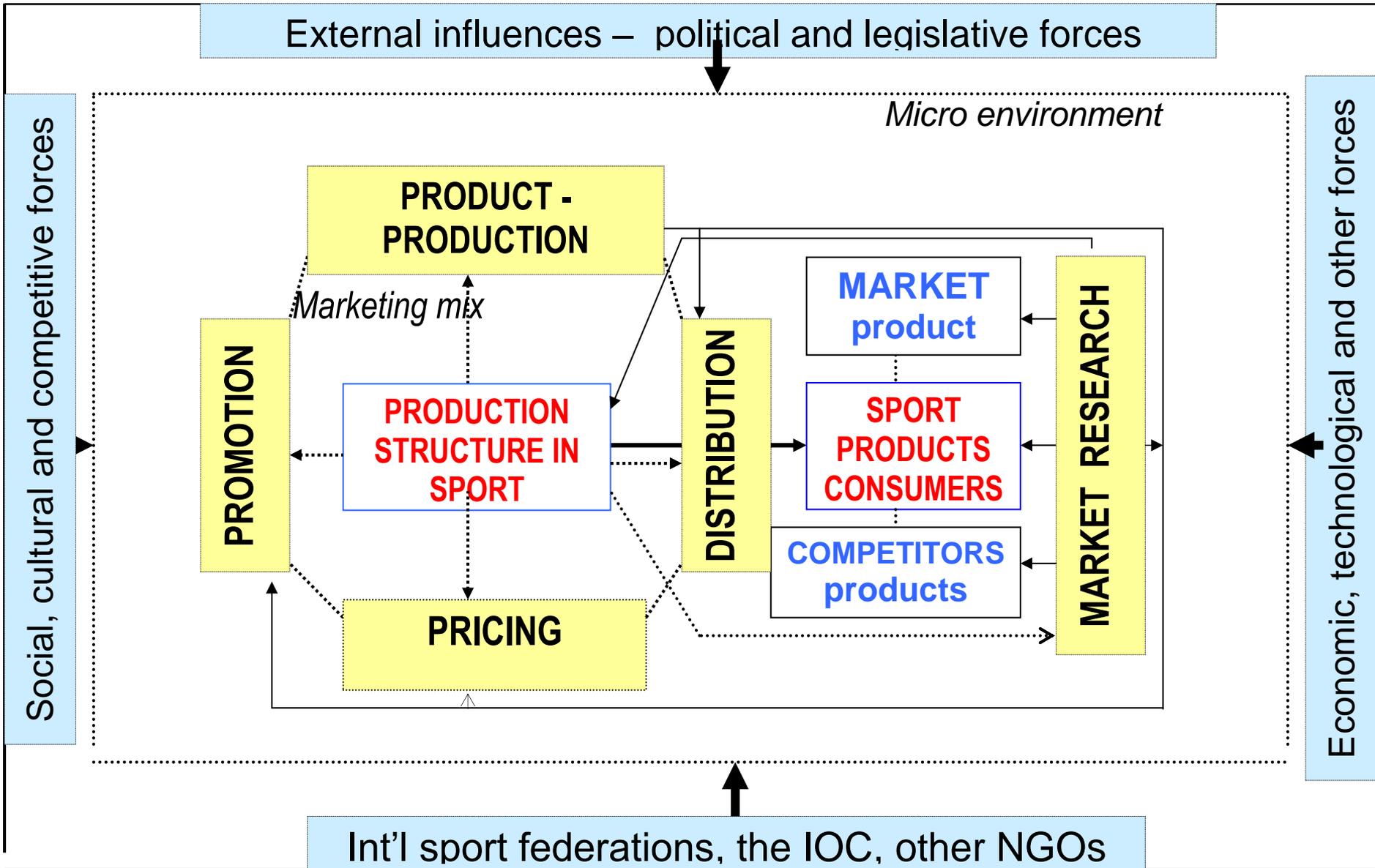
- **Increased** funding of sport by the state, local authorities, private businesses, TV corporations, households, etc. which leads to investments multiplication in a relatively short time-span.
- **Challenge** that sport is facing to stay out competitive in relation to other social spheres (e.g. education, science, culture, healthcare, etc.).
- **Intensive** development of research achievements and the process of framing sport sciences as an integrative science where the management and marketing are increasingly taking a leading place.

## Marketing can be defined as:

- A kind of philosophy and concept for achieving an effective market management.

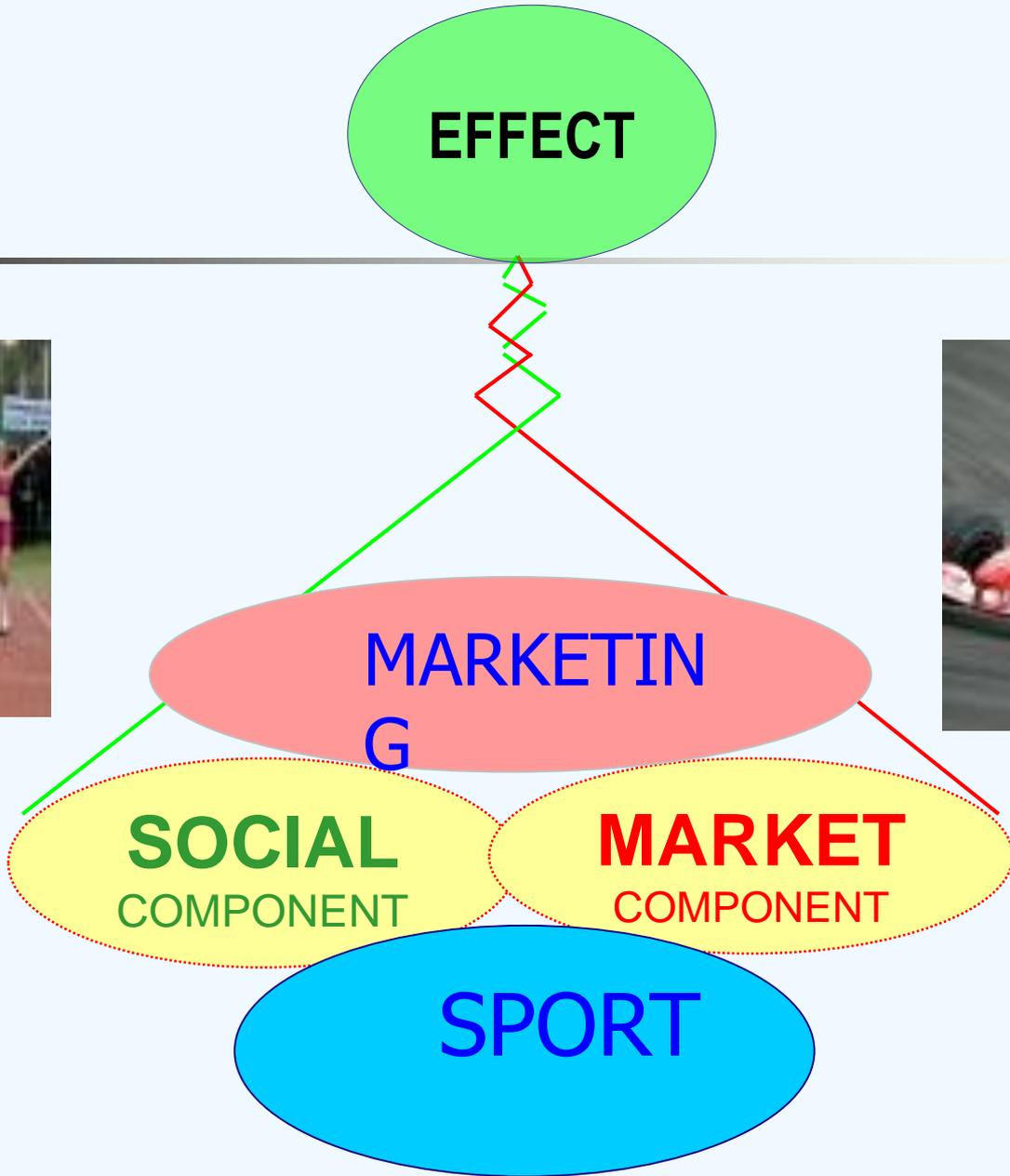
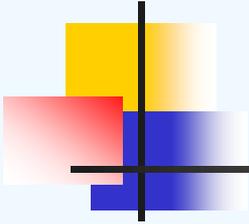
- A system of managerial activities carried out by production and entrepreneur structures aimed at achieving an effective production and market realisation of their own products in compliance with the interests and preferences of the consumers, the social and competitive situation and the influences of the environment.

A model of marketing in sport as a system of activities.



# Areas of difference between sport marketing and industrial marketing





**PRODUCTION STRUCTURES IN SPORT**  
(public, voluntary and private)

**SPECIALISED**

- Sport clubs
- Voluntary organisations – federations, associations, etc.
- Specialised educational establishments and schools
- Leisure and fitness providers
- State agencies responsible for sport

**MEDIATORS**

- Management companies (specialised)
- Management companies (non-specialised)
- Licensed sport managers (agents)

**NON-SPECIALISED**

- Educational establishments
- Sports media, TV and advertising companies
- Firms and institutions
- Governmental and local authorities
- Voluntary organisations

# GROUPS, KINDS AND VARIETIES (CONSUMPTION PATTERNS) SPORT PRODUCTS

## PRIMARY

### ATHLETES

- \* professionals
- \* amateurs
- \* men
- \* women
- \* youth
- \* transfers

### SPORT SPECIALISTS

- \* coaches
- \* managers
- \* teachers
- \* animators
- \* instructors
- \* therapists

### SPORTS ORGANISATIONS

- \* voluntary clubs
- \* professional clubs (shares)
- \* leisure and fitness providers
- \* others

### SPORT COMPETITIONS

- \* championships
- \* tournaments
- \* friendlies
- \* with entertainment and show elements

### TV & ADVERTISING RIGHTS

- \* exclusive
- \* limited
- \* in return of some special requirements.

### SPONSORSHIP RIGHTS

- \* in exchange of advertising
- \* in exchange of other benefits
- \* exclusive
- \* limited

### SPORT PROGRAMS

- \* normative and strategic for PE and sport.
- \* for sport participation of different social groups, etc.

### TRADE RIGHTS

- \* exclusive
- \* limited
- \* press and electronic products
- \* merchandising

### SPORT FORUMS & CEREMONIES

- \* medal ceremonies, opening and closing ceremonies
- \* congresses
- \* conferences
- \* PR events
- \* discussions and others.

### SPORTS METHODOLOGY, INFORMATION & KNOW HOW

- \* methodological, recreational, investigation methodologies, information, ideas
- \* computer-based software programs
- \* other.

### SPORT (incl. FITNESS) SERVICES

- \* methodological
- \* recreational
- \* healthy
- \* entertainment
- \* preventive
- \* educational (lessons)
- \* supplementary (routine).

### SPORT FACILITIES

- \* stadiums
- \* sports halls
- \* swimming pools
- \* tracks, routes other facilities
- \* on lease; cession; sale-trade; other forms.

## CONCOMITANT

### SPORTS INFRASTRUCTURE

- \* stadiums & playgrounds
- \* sports halls
- \* swimming pools
- \* tracks, routes & other facilities
- \* apparel
- \* building and sales

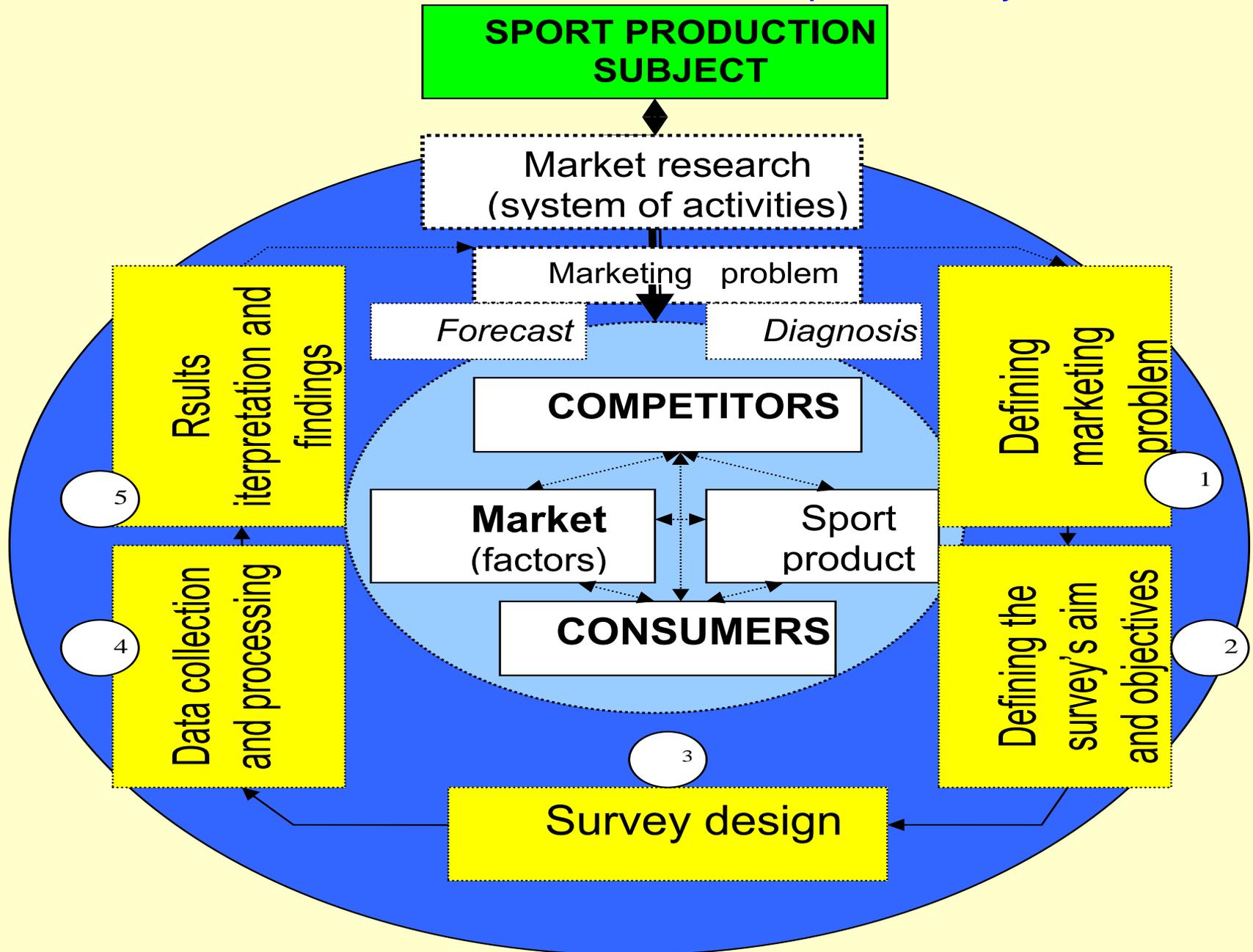
### SPORTS GAMBLING AND BETTING

- \* on different sports
- \* lottaries
- \* other forms via associating with sport.

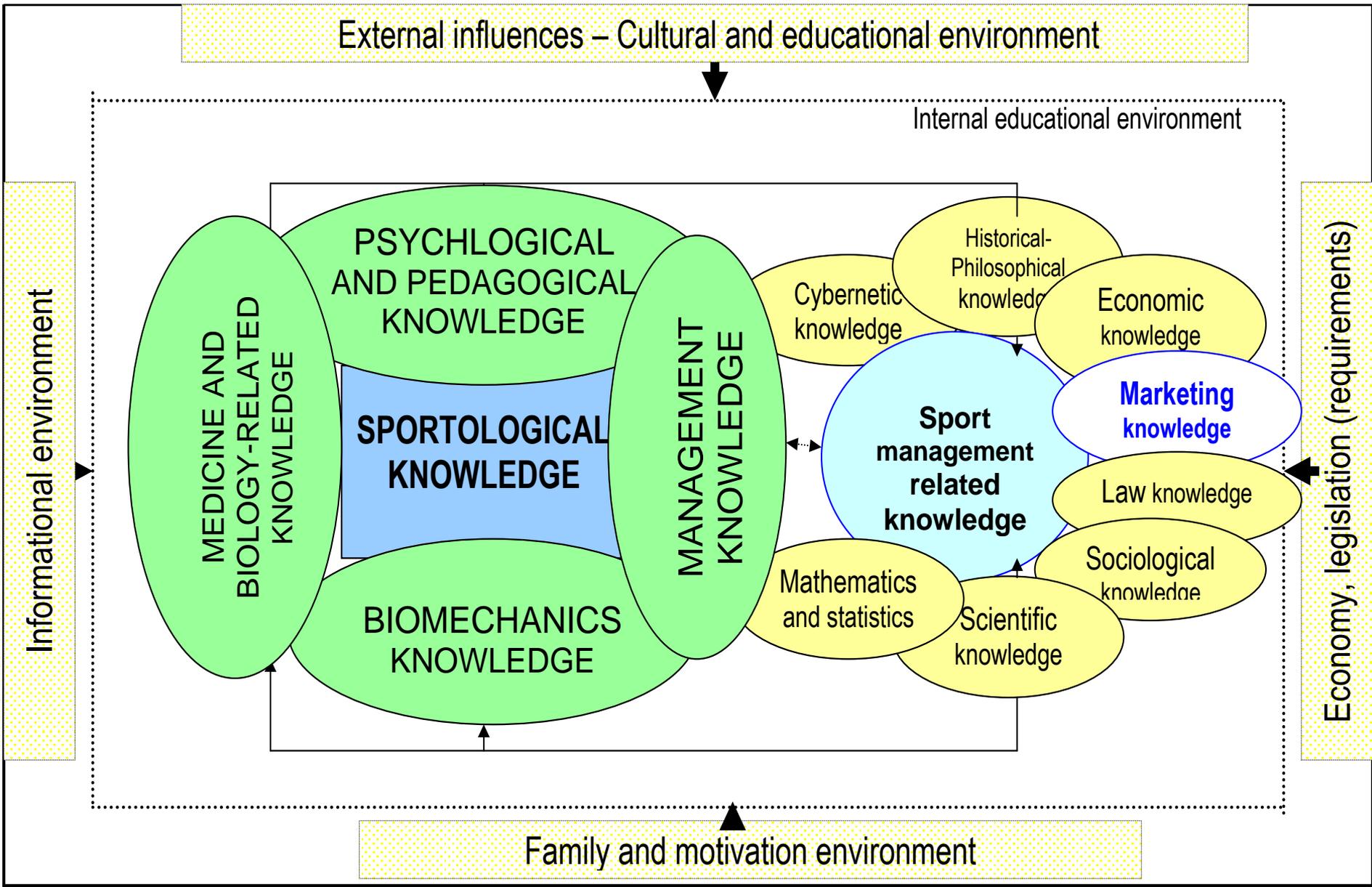
### OTHER CONCOMITANT PRODUCTS

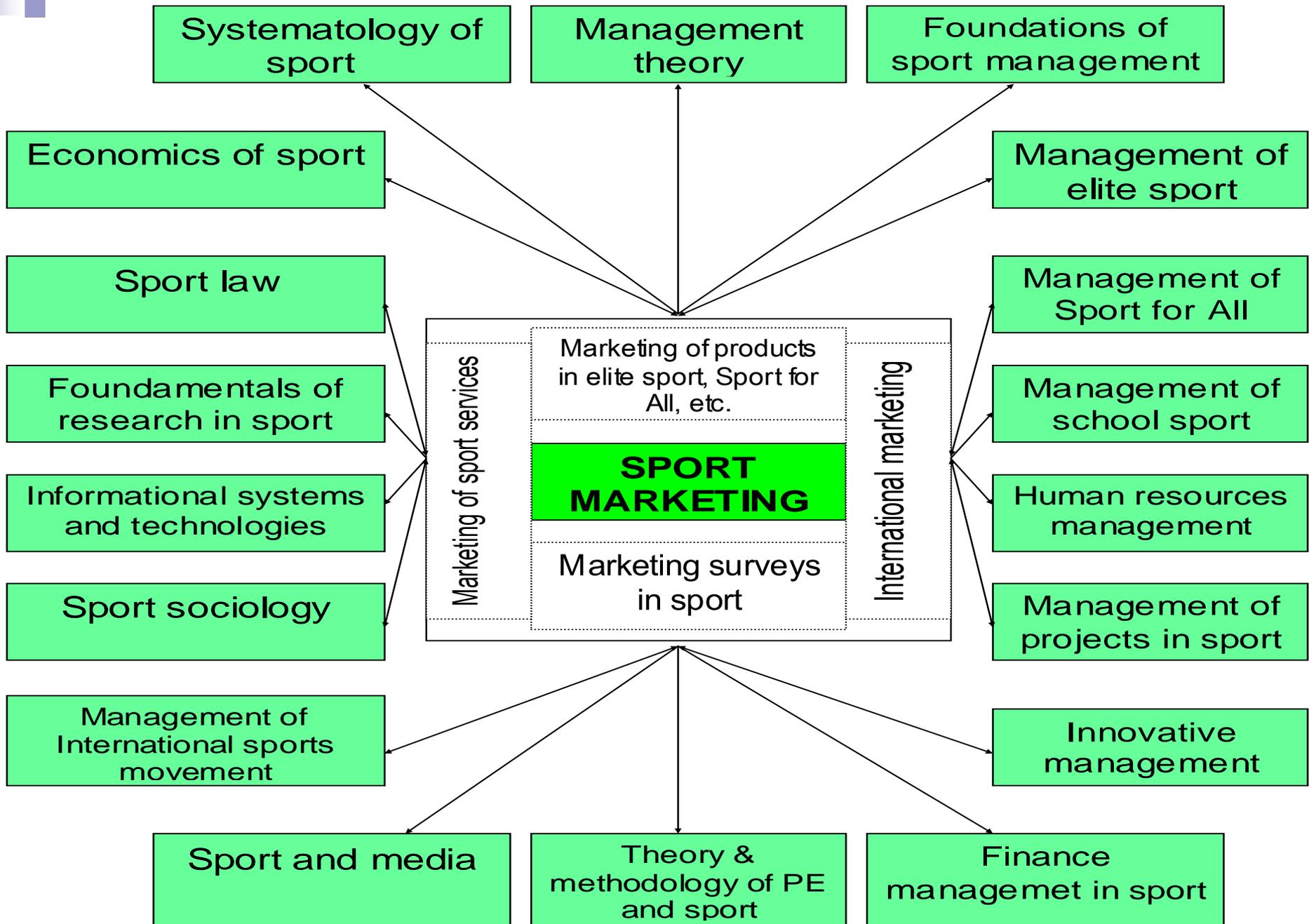
- \* conditions for sport activities (programs, norms, etc.)
- \* social, living, etc.)
- \* sports literature: books, textbooks, others
- \* recreational activities, medical.

# Market research in sport as a system of activities.



Model of marketing knowledge as a component of sportology knowledge







***THANK YOU FOR  
YOUR ATTENTION !***

